NEW FROM CAMEL

SPECIAL LIGHTS

51843 9413

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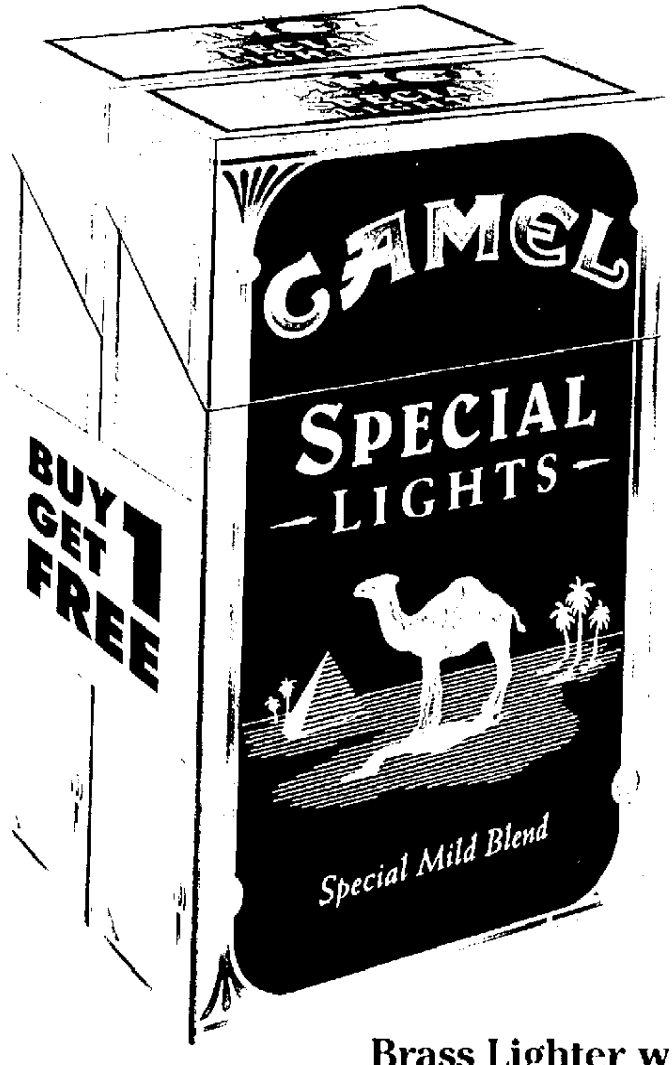
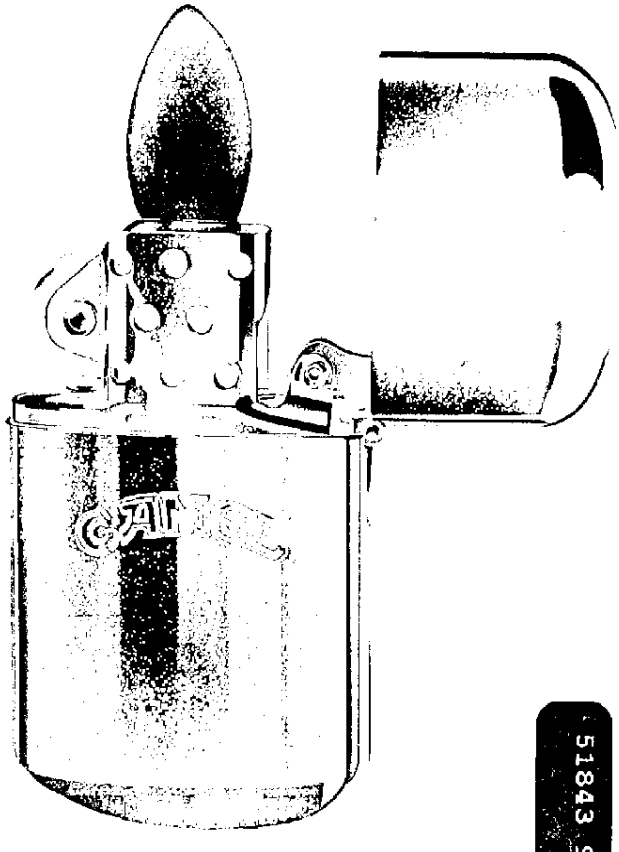
INTRODUCTORY CONSUMER PROMOTIONS



Buy 1 Get 1 Free

April 5–May 15

An introductory promotion that's sure to drive broad-based product trial. This 2-pack sleeve comes with a Camel Cash offer that'll keep the packs moving fast.



Brass Lighter with 2-pack Purchase

May 15–June 30

This eye-catching solid brass lighter is a natural for New Camel Special Lights–it's as distinctive as the cigarettes. Available in natural or chrome finish.

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July 1–Dec. 31

Multiple promotions including Camel Cash offers and pack-purchase premiums sustain this special business-building opportunity throughout 1993.

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CAMEL SPECIAL LIGHTS

RETAIL FACT SHEET

A TOTALLY NEW CAMEL

- Today's Lights smokers get an even greater choice from Camel: Camel Lights and new Camel Special Lights.

Camel Lights	New Camel Special Lights
• Smooth Rich Tobaccos	• Special Mild Blend
• Cork Filter Tip	• White Filter Tip
• Classic Camel Pack	• Bright Modern Pack

- Available in Kings Box and 100's Box. (Kings Soft Pack available in selected areas.)

NATIONAL SUPPORT

- High-value coupons mailed to consumers in March create early interest and trial among your customers.
- High-impact new Camel Special Lights advertising hits magazines, outdoor, and point-of-sale starting in April.
- Innovative consumer promotions sustain trial and business-building opportunities throughout 1993.

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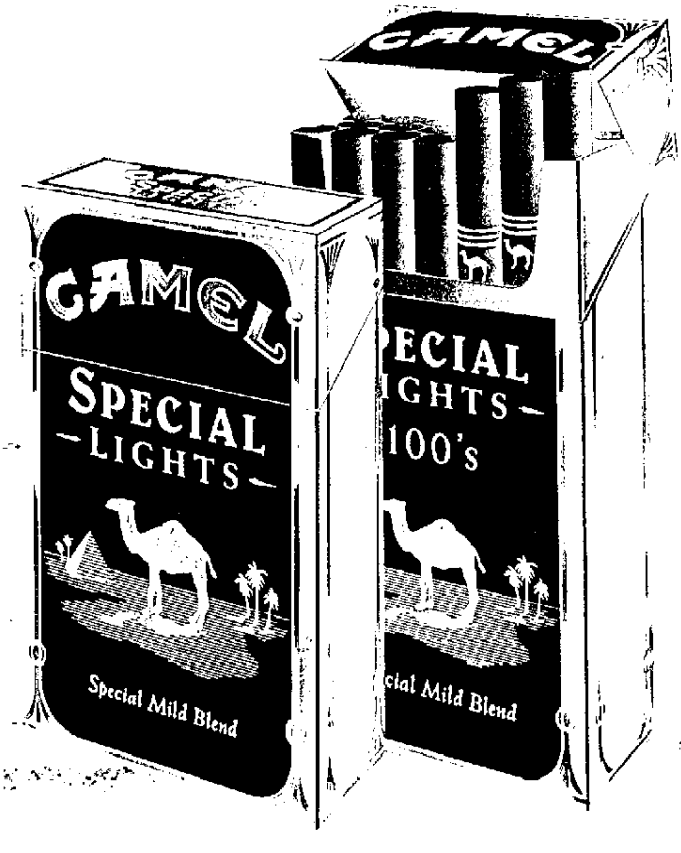

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CAMEL
SPECIAL LIGHTS

RETAIL ORDER

Date _____ Jobber _____

Account Name _____ Branch Location _____

Street _____ _____

City _____ Account ID # _____

State _____ Zip _____

DELIVERY DATE _____

Please ensure delivery of the following quantity of new Camel Special Lights cigarettes to my store.

# OF CARTONS	BRAND NAME CAMEL SPECIAL LIGHTS	WAREHOUSE ITEM #
_____	Camel Special Lights Box	_____
_____	Camel Special Lights Box 100	_____
_____	Camel Special Lights King Size	_____
_____		
_____		
_____		

SPECIAL INSTRUCTIONS: _____

_____

_____

_____

_____

Date _____

Purchaser _____ RJR Rep _____

DIRECT ACCOUNT COPY

SPECIAL LIGHTS

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CAMEL
SPECIAL LIGHTS

RETAIL ORDER

Date _____ Jobber _____

Account Name _____ Branch Location _____

Street _____

City _____ Account ID # _____

State _____ Zip _____

DELIVERY DATE _____

Please ensure delivery of the following quantity of new Camel Special Lights cigarettes to my store.

# OF CARTONS	BRAND NAME CAMEL SPECIAL LIGHTS	WAREHOUSE ITEM #
_____	Camel Special Lights Box	_____
_____	Camel Special Lights Box 100	_____
_____	Camel Special Lights King Size	_____

SPECIAL INSTRUCTIONS: _____

Date _____

Purchaser _____ RJR Rep _____

RETAILER COPY

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SPECIAL LIGHTS

Camel Special Lights Box

Item Code _____

Camel Special Lights Box 100

Item Code _____

Camel Special Lights King Size

Item Code _____

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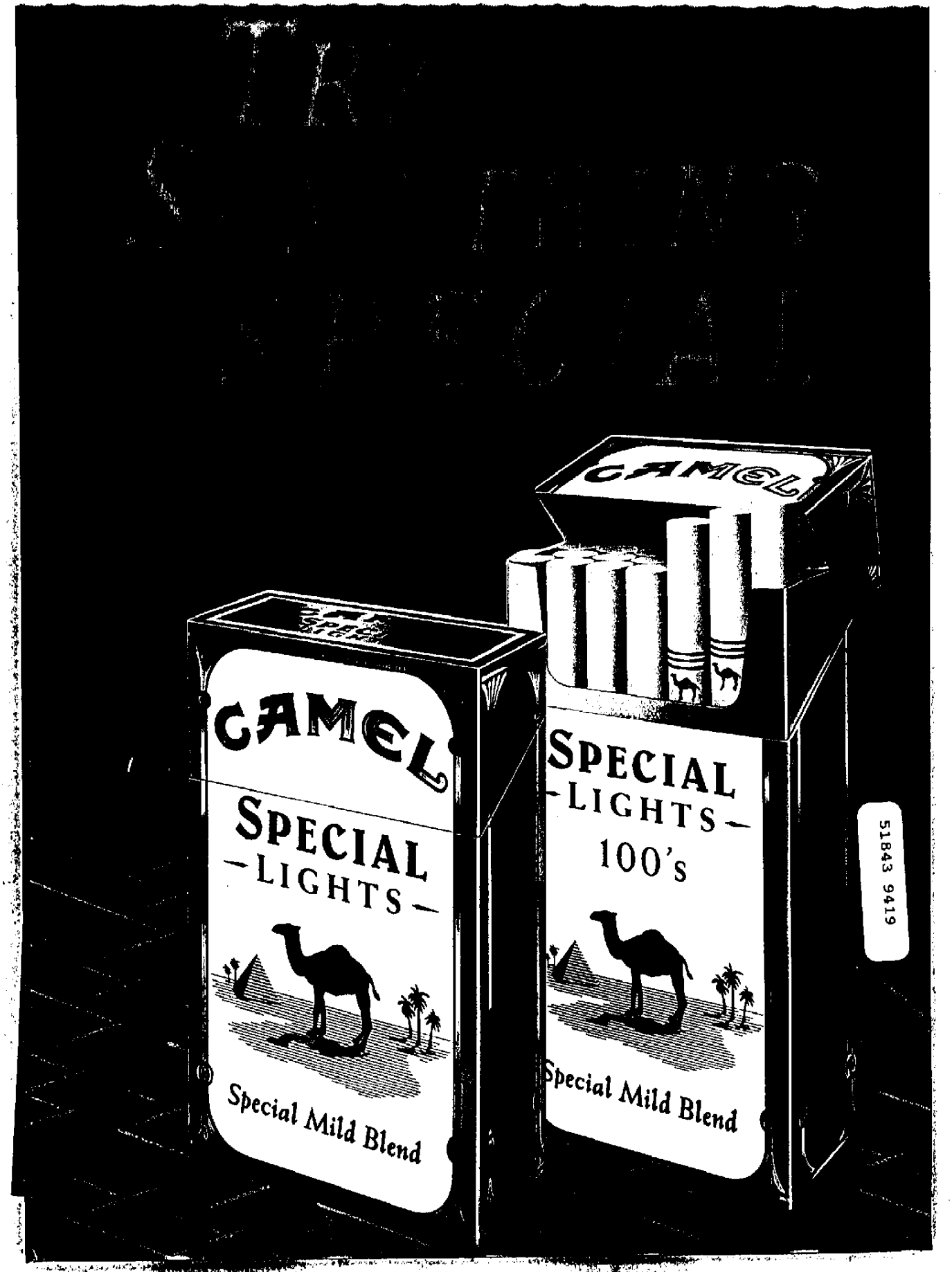

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PTD in USA 390304 BROCHURE

Taste Camel in a whole new light

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